

**MINUTES of EXPO-ICE CENTER BOARD MEETING
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, March 10, 2021

Location: Heritage Center – County Boardroom

Present: J. Zipperer, R. Kohlbeck, B. Palzewicz, K. Winkel, K. Behnke, D. Newberg,
R. Voss

**Other Expo-Ice
Center Board**

Members Present: J. Vetting, D. Pollen, M. Plate, J. Hawig, R. Zipperer, M. Lentz, T. Dvorak

Absent & Excused:

Absent:

Called to Order Meeting called to order – 6:00pm.

Minutes No minutes were submitted for approval.

Public Comment Committee Chair called for public input three times. No public comment given.

Review, Discussion and Possible Action on the following items for the 2021 Fair:

A. Social Media Plan

J. Zipperer reported on the Social Media Plan and Facebook posts submitted to staff for March.

B. Advertising-Media Budget

Advertising-Media Budget included in committee packet for review. Motion was made by Palzewicz, seconded by Voss to recommend approval to the board the advertising-media budget. Motion carried unanimously.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Pawlzewicz, seconded by Behnke to adjourn at 6:11pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Winkel